

Station KSNV-TV LAS VEGAS, NV. Agency () SHORR, JOHNSON, MAGNUS Rep Firm () PHILADELPHIA
 Advertiser () BERKLEY FOR SENATE 1831 CHESTNUT ST. #602 Sales Office () AMY MCCREARY
 Product BERKLEY FOR SEN ADD PHILADELPHIA, PA 19103 Salesperson ()
 Estimate# 30S Agency C/P1/P2/E //30S Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-568-6540
 Buyer MICHAEL DETTORRE Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 5 ADD SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	1230P-1P	AGENDAY	:30	\$325.00	10/02-10/05	4	1	4	\$1,300.00	
	Buyline Comment: AGENDAY											
	2	M	1230P-1P	AGENDA	:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
	Buyline Comment: AGENDA											
	3	SU	8P-930P	NEWS AFT NFL	:30	\$1,800.00	10/07-10/07	1	1	1	\$1,800.00	
	Buyline Comment: NEWS AFT NFL											
	4	TU-F	1235A-135A	FALLON	:30	\$250.00	10/02-10/05	4	1	4	\$1,000.00	
	Buyline Comment: FALLON											
	5	M	1235A-135A	FALLON	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	6	SA	7A-9A	SAT TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	
	Buyline Comment: SAT TODAY											
	7	SU	7A-8A	SUN TODAY	:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
	Buyline Comment: SUN TODAY											

---REPORT TOTALS---

Report Totals: 13 / \$6,050.00

---SALES MONTHLY TOTALS---

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Fax# Oct 12: 13 / \$6,050.00

Sales Totals: 13 / \$6,050.00

Station Totals: 13 / \$6,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$22,407	CATV 0%	KBLR 0%	KINC 0%	KTLS 30%	KSNV 27%
		KTNV 20%	KTUD 0%	KVCW 1%	KVMY 2%	KVVU 20%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
 Demos RA35+